

California Hydrogen Highway

Topic Team:

Public Education – Marketing, Communications and Education

Mission Statement

(Revised draft –as of 6/16)

The mission of the Public Education team is to prepare a state-supported marketing, communications and public education plan to make the Hydrogen Highway Network successful by the end of the decade by fostering understanding, acceptance and support of hydrogen by stakeholders, consumers and the general public. The plan will:

- Incorporate timelines, themes and messages consistent with the integrated plans of the four other Topic Teams.
- Recognize on-going public education activities of other public and private organizations, including U.S. Dept. of Energy, coordinating with and assisting them where possible and undertaking new initiatives where needed.
- Carry forward the letter and spirit of the H2 Highway Executive Order's 2010 goals, including:
 - Promotion of consumer understanding of the societal benefits of hydrogen, including safety and environmental aspects of hydrogen use and production.
 - Promotion of means to increase the percentage of hydrogen generated from renewable sources.
 - Promotion of understanding of the need to establish H2 refueling stations for stationary and mobile fueling purposes.
 - Support for implementing initiatives that are designed to place hydrogen-powered vehicles in the hands of consumers and public and private fleets, without creating premature or unrealistic consumer demand.
 - Promotion of programs for workforce-development and post-secondary education related to hydrogen, as a means of supporting California economic growth.